



2023 LOCAL IMAGE AWARDS VIRTUAL WORKSHOP

Presented by the Capital Chapter- FPRA

Hosted by

Director of Awards & Recognition Valencia L. Scott

&

Immediate Past President Zoe Linafelt, APR

ABOUT THE IMAGE AWARDS

The FPRA Local Image Awards competition is the precursor to the Golden Image Awards, a standard of public relations excellence in Florida.

The Local Image Awards also gives entrants insights for entering their work, if they so choose, into the statewide Golden Image Awards competition.

Both award competitions include four divisions:

- Public Relations Programs
- Collateral of Public Relations
- Digital Tools of Public Relations
- Student Projects in Public Relations

Each division includes multiple categories.



ABOUT THE IMAGE AWARDS

AWARDS PRESENTED

Judges' Award

May be presented by judges to entries that achieve outstanding return on investment. More than one may be presented in each category.

Award of Distinction

May be presented to entries that meet the criteria of excellence set by the judges. More than one may be presented in each category.

Image Award

May be presented to the top-scoring entry in each category if the entry rises to a level of excellence set by the judges. Only one Image Award is presented in each category.

Grand Image Award

May be presented to the best Image Award-winning entry in Divisions B and C. Only one Grand Image Award is presented in each division.

Grand All Image Award

Presented to the best Image Award-winning entry from Division A.



MARK YOUR CALENDARS

Call for Entries Launch

Wednesday, January 25

Image Information Session & Workshop

Wednesday, February 1

Image Entry Cram Session

Friday, March 3

Local Image Submission Deadline

Monday, March 6

Local Image Award Celebration

Thursday, April 27

Golden Image Award Celebration

Tuesday, August 8





HOW TO BUILD AN AWARD-WINNING ENTRY

Step #1: Identify the Right Project



Step #1: Identify the Right Project

- Some part of your project took place between Jan. 1, 2022 and March 1, 2023
- It can be a campaign, one-off project or collateral
- Find a project with a start and end date to best measure results



Step #2: Review Your Materials



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Do you have access to your original goals, plans and results?

You will need to show back-up for your project in your Support Materials, calculate ROI and accurately measure your results



Step #3: Identify Your Division



Step #3: Identify Your Division

- Identify your entry Division and Category
- Every project is unique! If you have trouble identifying your Division, ask your Image Director
- View past Image Award winners at FPRAlmage.org



Division A

Public Relations Programs – A public relations program is defined as a broad-based communications endeavor using two or more public relations tools.

Division B

Collateral of Public Relations – Public relations collateral is any material, printed or digital, used for a public relations purpose, either standing alone or as part of a public relations program. It includes written and electronic material and specialty items. In the case of regularly produced printed, or digitally printed materials, such as newsletters or magazines, one to three issues should be included in the support material.

Division C

Digital Tools of Public Relations – This division includes any online, audio or audio/visual presentation or program that serves a public relations objective. Audio, video or electronic presentations should be submitted with a copy of the script or storyboard, if available.

Division D

Student Projects in Public Relations



Step #4: Lay The Groundwork



Step #4: Lay The Groundwork

- Find the Fill-in-the-Blank worksheet in your digital entry kit or at FPRAImage.org
- Download the Judges Rubric
- Follow the worksheet exactly based on the 'outstanding' grades in the Judges Rubric

IMAGE AWARDS FILL IN THE BLANKS

Is this a standalone project or part of a larger campaign: Y or N?

If it is a project, is it something printed or digital?

What problem/opportunity are you solving/seizing? What's going on that PR/Marketing/Communications support is needed?

Did you already conduct some kind of research to investigate the issue fully? Did you do it or someone else? Was it online, via phone or in-person?



Strategies vs Tactics

Strategy:

The approach or general plan for the program, designed to achieve an objective

Tactic:

The actual events, media, methods used to implement the strategy



Example

Objective:

To increase brand awareness through a variety of KPIs including: Adding 500 new subscribers to the email list, increasing website traffic by at least 50%, generating at least 100 million ad impressions throughout the duration of the six-month campaign and earning at least 300 million impressions from national media coverage.

Strategies:

Increase awareness of the brand through a strategic, integrated paid media and earned media campaign to a highly-targeted audience.

Tactics:

Utilize paid social media, display ads, retargeting ads, organic social media and media outreach.



Judging Criteria

Research/Situation Analysis (10 points)

- Defining the Problem (5 pts.)
- Employed Research Methods (5 pts.)

Planning (20 points)

- Goal-Directed Strategic Thinking (5 pts.)
- S.M.A.R.T. Objectives Provided (5 pts.)
- Strategies & Tactics Distinguished (5 pts.)
- Audience Identification (5 pts.)

Implementation (15 points)

- Sequence of Events/Timeline (5 pts.)
- Effectiveness of Plan Messaging (5 pts.)
- Program/Plan Creativity (5 pts.)

Evaluation (10 points)

- Objectives Met (5 pts.)
- Goals Met (5 pts.)

Budget (12 points)

- Budget Documentation (5 pts.)
- Budget Justification (7 pts.)

Entry Clarity (3 points)

Support Material (30 points)

S.M.A.R.T. OBJECTIVES PROVIDED (5 points)

S.M.A.R.T. objectives are Specific, Measurable, Achievable/Attainable, Relevant and Time Specific.

Poor	All objectives contain only one or no elements outlined above. (0 points)
Fair	All objectives contain at least two elements outlined above. (2 points)
Good	All objectives contain at least three elements outlined above. (3 points)
Very Good	All objectives contain at least four elements outlined above. (4 points)
Outstanding	All objectives contain <u>all</u> the elements outlined above. (5 points)



Step #5: Build!

- After you complete your Fill-in-the-Blank Worksheet, it's time to build your 2-page summary
- Then, create your Support Materials
 - Hint: It's helpful to save your support materials as you work through your Worksheet.
 - Support items you may need: Original campaign/project goals, media lists, budget/hours, wrap reports, etc.

ClosetMaid Media Campaign: Change Happens

Division A - Public Relations Programs, Category 9A Integrated Marketing

Research/Situation Analysis: ClosetMaid is a leading provider of home organization products headquartered in central Florida. The brand, primarily known for its affordable, do-it-yourself line of closet systems, also has product lines in storage furniture, organization accessories and grab-and-go products available online and in stores. Significant competitors include The Container Store, Ikea and California Closets, which continue to dominate the home organization space. For the first time in nearly seven years, ClosetMaid earmarked a budget for a paid media campaign, allowing an opportunity to increase sales potential and reach new audiences. The purpose of the integrated marketing campaign was to successfully increase brand awareness of ClosetMaid and its line of DIY organizational products, as well as support sales initiatives. Primary research conducted by reviewing sales trends via Google Analytics provided a baseline and goal to measure success in driving sales through a media campaign. Throughout 2019, the year prior to running the media campaign, sales earned were generated with no paid media efforts. By investing in a media plan, the On Ideas team realized a possibility to elevate sales substantially with a goal of a 40% lift in sales revenue. Additional informal, secondary research from media monitoring revealed a widespread consumer demand for organizational products. The popularity of organization influencers such as Marie Kondo and The Home Edit demonstrated a clear interest in home organization solutions that ClosetMaid can provide. To offer ClosetMaid's organizational products as a solution to consumers' changing storage needs at home, a nationwide campaign was needed to attract new customers, encourage further investment from current customers and elevate ClosetMaid as a leader in the home organization space. Given that many people re-evaluate their organization and storage needs when a life change happens, such as marriage, a new child or a parent moving into the home, the media campaign was created around the theme of 'Change Happens.' The theme allowed for opportunities to weave storytelling throughout the different marketing tactics, resulting in significant content possibilities for all aspects of the campaign. **Planning/Objectives:** The goal was to run a



Step #6: Find a Proofreader

- Send your 2-page summary (and support materials if it's ready!) to an APR, a past Image Award winner, or to your Image Director for review.
- Remember: Any feedback you get is to help bring you one step closer to an award!



3 Important Insights Image Judges Want You To Know



#1: Review the Judges Rubric Before AND After Building Your Entry



FPRA's Golden Image & Image Awards Judging Process & Rubric

Overview

Award-winning public relations programs require sound planning and measurable objectives, which are grounded in research and are evaluated for return on investment. The scoring matrix for the Golden Image Awards, a statewide competition, and the Image Awards, local chapter-based competitions, follow these fundamental principles of public relations programming.

The judging method employed in these prestigious competitions allows the judges to concentrate on the following criteria required in each Golden Image Award and Image Award entry:

Two-page Summary:

Research/Situation Analysis	10 points
Planning	20 points
Implementation	15 points
Evaluation	10 points
Budget	12 points
Entry Clarity	3 points



Two-page Summary = 70 points

Support Material: 30 points

#2: Double Check Your Formatting

- Your 2-page summary is no more than TWO pages
- Times New Roman 10 pt. font
- Line spacing: 1.5
- .75 inch margins

*Entries that do not meet formatting requirements are automatically disqualified.



#3: Think Beyond Summary & Support

- 2 Page Summary
- Support Materials
- 50-Word Summary
- Organizational Overview
- Visual Representation

*Keep in mind: Your visual representation will be displayed at the awards ceremony, so make sure it's exactly how you want to be represented

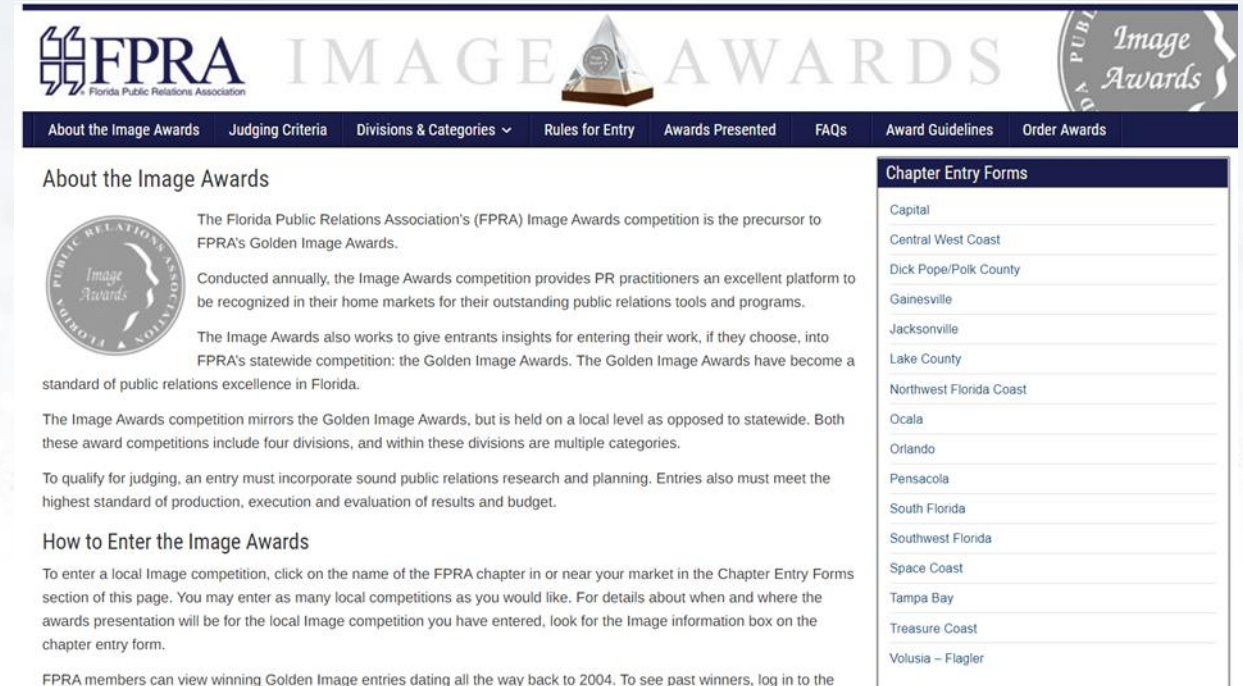


Helpful Resources



FPRAImage.org

- View Divisions and Categories
- Prior Image Award Examples
- Fill in the Blank Worksheet
- Research in Real Life
- Submissions Tutorial
- Judging Criteria



The screenshot shows the FPRA Image Awards website. The header features the FPRA logo (Florida Public Relations Association) and the text "IMAGE AWARDS" in large, bold letters. To the right of the header is a small image of a pyramid trophy. Below the header is a navigation bar with links: "About the Image Awards", "Judging Criteria", "Divisions & Categories", "Rules for Entry", "Awards Presented", "FAQs", "Award Guidelines", and "Order Awards".

The main content area is titled "About the Image Awards". It includes a circular logo for the "Image Awards" and text explaining that the competition is the precursor to FPRA's Golden Image Awards. It states that the competition provides PR practitioners an excellent platform to be recognized in their home markets for their outstanding public relations tools and programs. It also mentions that the Image Awards works to give entrants insights for entering their work, if they choose, into FPRA's statewide competition: the Golden Image Awards. The Golden Image Awards have become a standard of public relations excellence in Florida.

Below this, it states that the Image Awards competition mirrors the Golden Image Awards, but is held on a local level as opposed to statewide. Both these award competitions include four divisions, and within these divisions are multiple categories.

It then states that to qualify for judging, an entry must incorporate sound public relations research and planning. Entries also must meet the highest standard of production, execution and evaluation of results and budget.

The section "How to Enter the Image Awards" explains that to enter a local Image competition, one should click on the name of the FPRA chapter in or near their market in the Chapter Entry Forms section of the page. It also mentions that one may enter as many local competitions as they would like. For details about when and where the awards presentation will be for the local Image competition they have entered, they should look for the Image information box on the chapter entry form.

At the bottom, it states that FPRA members can view winning Golden Image entries dating all the way back to 2004. To see past winners, they should log in to the website.

On the right side of the page, there is a section titled "Chapter Entry Forms" with a list of chapters: Capital, Central West Coast, Dick Pope/Polk County, Gainesville, Jacksonville, Lake County, Northwest Florida Coast, Ocala, Orlando, Pensacola, South Florida, Southwest Florida, Space Coast, Tampa Bay, Treasure Coast, and Volusia - Flagler.



Next Steps

- Identify your project
- Get familiar with [FPRAIimage.org](https://fpraimage.org)
- Watch your inbox for your digital entry kit
- Start working on your Fill-in-the-Blank Worksheet
- The next Image workshop will be in February. Until then, contact your Image Director with any questions!



Questions



Thank You & Good Luck!

Director of Awards & Recognition
Valencia L. Scott
image@fpra-capital.org
305-336-2049

